

WHAT IS CLAIMED IS:

1. A system for embedding a digital watermark in contents, comprising:

segmentation means for segmenting objective
5 contents into a plurality of partial contents;
encryption means for encrypting some partial contents of the plurality of partial contents obtained by said segmentation means;

digital watermarking means for embedding a
10 digital watermark in the some partial contents of the plurality of partial contents obtained by said encryption means or said segmentation means;

decryption means for decrypting the partial contents encrypted by said encryption means; and
15 composition means for compositing the partial contents obtained by said decryption means and other partial contents obtained by said segmentation means.

2. The system according to claim 1, wherein said segmentation means segments the objective contents on
20 the basis of at least one of a frequency band of the objective contents, a feature, and said digital watermarking means.

3. The system according to claim 1, wherein one apparatus has said respective means.

25 4. The system according to claim 1, wherein said system is formed by a plurality of apparatuses.

5. The system according to claim 4, wherein a first apparatus has said segmentation means, said encryption means, said decryption means, and said composition means, and a second apparatus has said digital watermarking means.

6. The system according to claim 1, wherein said digital watermarking means embeds a digital watermark by a scheme corresponding to a purpose of use of the contents.

7. The system according to claim 6, wherein the purpose of use of the contents includes at least one of a print process and monitor process, and
said digital watermarking means embeds a digital watermark having robustness corresponding to the purpose of use.

8. The system according to claim 6, wherein the purpose of use of the contents includes a process of the objective contents using an apparatus, and
said digital watermarking means embeds a digital watermark corresponding to a type of apparatus used.

9. The system according to claim 8, further comprising output means for outputting the objective contents after digital watermarking in a data format corresponding to the type of apparatus used.

10. The system according to claim 1, wherein said digital watermarking means embeds a digital watermark by a scheme corresponding to the objective contents.

11. The system according to claim 1, wherein said digital watermarking means embeds a digital watermark by a scheme corresponding to a format of the objective contents.

5 12. The system according to claim 1, wherein said digital watermarking means embeds a digital watermark in the partial contents encrypted by said encryption means.

10 13. The system according to claim 1, wherein said digital watermarking means embeds a digital watermark in the partial contents which are not encrypted by said encryption means.

14. An apparatus for embedding a digital watermark in contents, comprising:

15 digital watermarking means for embedding a digital watermark in some partial contents of objective contents, which are segmented into a plurality of partial contents, some of which are encrypted; and

means for passing the partial contents embedded with the digital watermark by said digital watermarking means to another apparatus or another means of said apparatus.

15. An apparatus for compositing a plurality of partial contents obtained by segmenting objective contents, comprising:

25 decryption means for decrypting encrypted partial contents; and

composition means for compositing some partial contents in which a digital watermark is embedded after encryption, and some other partial contents which are not encrypted, or encrypted partial contents and
5 partial contents in which a digital watermark is embedded without encryption, using said decryption means.

16. An apparatus for embedding a digital watermark in contents, comprising:

10 discrimination means for discriminating a purpose of use of contents; and

digital watermarking means for embedding a digital watermark in the contents by a scheme corresponding to a discrimination result of said
15 discrimination means.

17. The apparatus according to claim 16, wherein said digital watermarking means embeds a digital watermark having robustness corresponding to the purpose of use.

18. An apparatus for embedding a digital watermark in
20 contents, comprising:

discrimination means for discriminating a type of apparatus that processes contents; and

digital watermarking means for embedding a digital watermark in the contents by a scheme
25 corresponding to a discrimination result of said discrimination means.

19. The apparatus according to claim 18, wherein said digital watermarking means embeds a digital watermark having robustness corresponding to the type.

20. An apparatus for embedding a digital watermark in
5 contents, comprising:

discrimination means for discriminating a format of contents; and

digital watermarking means for embedding a digital watermark in the contents by a scheme
10 corresponding to a discrimination result of said discrimination means.

21. The apparatus according to claim 20, wherein said digital watermarking means embeds a digital watermark having robustness corresponding to the format.

15 22. A method for embedding a digital watermark in contents, comprising:

the encryption step of encrypting some partial contents of a plurality of partial contents obtained by segmenting objective contents;

20 the digital watermarking step of embedding a digital watermark in the some partial contents of the plurality of partial contents obtained by segmenting or encrypting the objective contents;

the decryption step of decrypting the partial
25 contents encrypted in the encryption step; and

the composition step of compositing the partial contents obtained in the decryption step and other partial contents which are not encrypted.

23. A method for embedding a digital watermark in
5 contents, comprising:

the digital watermarking step of embedding a digital watermark in some partial contents of objective contents, which are segmented into a plurality of partial contents, some of which are encrypted; and

10 the step of passing the partial contents embedded with the digital watermark in the digital watermarking step to another apparatus or another step of the apparatus.

24. A method for compositing a plurality of partial
15 contents obtained by segmenting objective contents, comprising:

the decryption step of decrypting encrypted partial contents; and

the composition step of compositing some partial
20 contents in which a digital watermark is embedded after encryption, and some other partial contents which are not encrypted, or encrypted partial contents and partial contents in which a digital watermark is embedded without encryption, using the decryption step.

25 25. A method for embedding a digital watermark in contents, comprising:

the discrimination step of discriminating a purpose of use of contents; and

the digital watermarking step of embedding a digital watermark in the contents by a scheme
5 corresponding to a discrimination result in the discrimination step.

26. A method for embedding a digital watermark in contents, comprising:

the discrimination step of discriminating a type
10 of apparatus that processes contents; and

the digital watermarking step of embedding a digital watermark in the contents by a scheme corresponding to a discrimination result in the discrimination step.

15 27. A method for embedding a digital watermark in contents, comprising:

the discrimination step of discriminating a format of contents; and

the digital watermarking step of embedding a
20 digital watermark in the contents by a scheme corresponding to a discrimination result in the discrimination step.